

### **IN THE CLAIMS:**

Please amend claims 1, 3, 5, 7-10.

Please cancel claims 2 and 6.

Please add claims 41-43.

### **STATUS OF THE CLAIMS**

1. (currently amended) Packaging for housing at least one ~~prescription product~~contact lens manufactured by a manufacturer and prescribed by a doctor to a patient, comprising an identification means and customized graphics ~~said~~ customized graphics consisting essentially of print produced by at least one printer and provided on at least some surface area of said packaging, said customized graphics being selected by the individual doctor prescribing said ~~prescription product~~contact lens or the patient to receive said ~~prescription product~~contact lens, ~~said customized graphic promotes a return visit to said doctor or advertises for said doctor,~~ wherein said customized graphics are specified at the time an order for said contact lens is placed with said manufacturer and said packaging is shipped from the manufacturer of said contact lens having said customized graphics and said identification means on said packaging.

2. (canceled) ~~The packaging of claim 1 wherein said customized graphics are specified at the time an order for said prescription product is placed.~~

3. (currently amended) The packaging of claim 1 wherein the customized graphics identifies the person who is to receive ~~for whom the prescription product~~contact lens ~~is for.~~

4. (original) The packaging of claim 3 wherein said packaging does not identify the prescription.

5. (currently amended) The packaging of claim 1 wherein the customized graphics identifies said doctor prescribing said ~~prescription product~~contact lens.
6. (cancelled) The packaging of claim 1 wherein said prescription product is shipped from the manufacturer of said prescription product having said customized graphics on said packaging.
7. (currently amended) The packaging of claim 1 wherein said packaging comprises primary packaging and secondary packaging and said customized graphics and said identification means are present on at least some surface area of said primary packaging or said secondary packaging.
8. (currently amended) The packaging of claim 7 wherein said customized graphics and identification means are present on at least some surface area of said primary packaging.
9. (currently amended) The packaging of claim 1 further comprising non-customized graphics, said non-customized graphics identifies the manufacturer of said contact lens~~wherein said prescription product is a contact lens~~.
10. (currently amended) The packaging of claim 9 wherein said packaging comprises primary packaging and secondary packaging and said customized graphics and said identification means are present on at least some surface area of said primary packaging.
11. (original) The packaging of claim 10 wherein said primary packaging is a blister pack comprising a bowl and lidstock, wherein said customized graphics is present on said lidstock.
12. (previously presented) The packaging of claim 11 wherein said customized graphics are printed onto said lidstock.

13. (previously amended) The packaging of claim 11 wherein said customized graphics are printed onto a label which is adhered to said lidstock.

14. (original) The packaging of claim 9 wherein said packaging comprises primary packaging and secondary packaging and said customized graphics are present on at least some surface area of said secondary packaging, said secondary packaging being a carton.

15. (original) The packaging of claim 14 wherein said customized graphics are printed onto said carton.

16. (previously amended) The packaging of claim 14 wherein said customized graphics are printed onto a label which is adhered to said carton.

17. (previously amended) The packaging of claim 1 wherein said customized graphics comprise alphanumeric characters.

18. (previously amended) The packaging of claim 1 wherein said customized graphics comprise pictures.

19. (canceled) The method of producing customized packaging which houses at least one prescription product, wherein said packaging is customized by the individual doctor prescribing and/or said patient receiving said at least one prescription product comprising the steps of:

receiving an order for at least one prescription product from said doctor or a refill order from said patient; and

printing out customized graphics specified by said doctor or said patient for said package for at least one prescription product.

20. (canceled) The method of claim 19 wherein said printing step entails printing said customized graphics on primary packaging for said prescription product.

21. (canceled) The method of claim 19 wherein said printing step entails printing said customized graphics on secondary packaging for said prescription product.

22. (canceled) The method of claim 19 wherein said printing step entails printing said customized graphics onto a label.

23. (canceled) The method of claim 22 further comprising the step of varnishing the label.

24. (canceled) The method of claim 22 wherein after said printing step the method further comprises the step of adhering said label onto said packaging.

25. (canceled) The method of claim 19 wherein the prescription product is a contact lens.

26. (canceled) The method of claim 22 wherein said label has a label identification means.

27. (canceled) The method of claim 26 wherein said packaging has a product machine readable code, and said method further comprises the step of checking said label identification means and said product machine readable code before said adhering step.

28. (canceled) The method of claim 27 wherein said method further comprises the step of picking said prescription product in customary packaging from inventory and diverting it to a customized graphics printing system prior to said checking step.

29. (canceled) The method of claim 19 wherein said printing step is performed by a customized graphics printing system.

30. (canceled) A customized graphics printing system for adding customized graphics to packaging for a prescription product comprising:

a computer for receiving order information for a prescription product and for the customized graphics to be printed on the packaging for said prescription product; and

a printer for printing out said customized graphics for said packaging for said prescription product.

31. (canceled) The system of claim 30 further comprising a varnishing application apparatus for applying varnish to said packaging.

32. (canceled) The system of claim 30 wherein said customized graphics is printed on a label, and each label has a unique identification means.

33. (canceled) The system of claim 32 wherein each of said labels is for a particular ordered prescription product, and said system matches up said prescription product with said label.

34. (canceled) The system of claim 30, further comprising a quality check station.

35. (canceled) The system of claim 33, further comprising a label applicator.

36. (previously amended) The packaging of claim 13, wherein said label further comprises a label identifying means.

37. (previously amended) The packaging of claim 14 wherein said label further comprises a label identifying means.

38. (previously amended) The packaging of claim 14 wherein said secondary packaging does not identify the prescription.

39. (previously amended) The packaging of claim 1 wherein said customized and non-customized graphics are added to the packaging simultaneously.

40. (previously amended) The packaging of claim 18 wherein the customized graphics is a picture of said doctor.

41. (new) The packaging of claim 1 wherein said customized graphics and said identification means are added in-line.

42. (new) The packaging of claim 41 wherein said packaging does not identify the prescription.

43. (new) The packaging of claim 41 wherein said customized graphics comprise a picture of the doctor.